

THE MAIN STREET Communicator Network TATTLE R

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1986-Main Street's 20th Anniversary-2006

Minnesota Twins Hall of Famer Kirby Puckett died earlier this week at the age of 45. The Conclave was proud to present Kirby as it's 2001 Keynote, his first and only appearance before a radio or music industry audience. If you were there, you remember Kirby's magical keynote was an interview conducted by veteran Los Angeles Dodger announcer, Ken Levine. During the keynote, you heard Kirby challenge the room: "Don't let anybody tell you that you can't be something you want to be. I was told I'd never be a major leaguer. In 13 days, I'm going into the Hall of Fame." "Don't be afraid to fail," he said. When Levine reminded Kirby, "These are radio people, they know about failure," Kirby respectfully answered - "They know a lot about success, too, let me tell you!" His advice that day? Put the ball in play. Be a gamer. And one of Kirby's most prophetic lines - first heard at the Conclave and then delivered 13 days later in his Hall of Fame speech (and many times since): "Live for today. Tomorrow is never promised to anybody." Ken concluded the Kirby keynote with these now haunting words: "We miss you on the ball field. Most of all, we miss your smile." More than you know, Ken. More than you know. (Kirby's public memorial will be held in the Metrodome on Sunday evening (3/12). Ironically, the event will be emceed by Bob Costas - Conclave keynoter, 1990.)

Just as Kirby touched the radio industry at the Conclave 5 years ago, his death touched radio audiences and air personalities alike over the past week. In today's Minneapolis Star Tribune, columnist Judd Zulgad reported on how Kirby's passing touched Twin Cities talk show hosts; to a person, revealing how special Kirby's untimely passing was to their audiences...and to their programs. WCCO/Minneapolis night host Dark Star: "One of my first calls was (from a listener) who said 'I want to tell you my memories of Kirby from when I was 5 years old. I had a pair of Kirby Puckett

pajamas with No. 34 on the back of them, and I wore them every single night until they were worn to a frazzle. I still have them today.'" Mark Rosen, WCCO-TV sports anchor and personality at KFAN/Minneapolis: "It's like the state conducted a town meeting in the last 72 hours. It was cathartic for people to call up." He added, "I think sign-on to sign-off...could have done 24-7 with Kirby and I don't think anyone would have tired of it. I was listening (to everything listeners contributed), going 'Wow, what a story.'" Star summed up his feelings this way, "It occurred to me very quickly that I'm going to do the most significant thing I've been afforded an opportunity to do in 20 years [on WCCO], and that was to allow people to grieve over the loss of Kirby Puckett. If I'm in this business another 20 years, I'll never have that kind of responsibility again."

Now, it gets uglier. New York State Attorney General Elliot Spitzer had harsh words for Entercom in the wake of payola allegations and a subsequent lawsuit, "What makes this case especially egregious is the extent to which senior management viewed control of the airways as an opportunity to garner illegal payments from record labels." The lawsuit alleges that not only was airtime traded for gifts and other promotional items, but such items were solicited from labels; also, that senior management directed and supported corporate programs that sold air time to labels in order to manipulate charts. Spitzer went on to criticize the FCC for their lack of response saying, "Almost a year after payola was exposed in significant detail, the FCC has yet to respond in any meaningful way. The agency's inaction is especially disappointing given the pervasive nature of this problem and its corrosive impact on the entertainment industry." FCC Commissioner Jonathan Adelstein responded with, "The New York Attorney General investigation is piling evidence on top of evidence of the widespread abuse of the public trust. Given the voluminous documents pointing to major, systematic violations of FCC rules, the penalties should be commensurate with the crime. We can't let any violators get away with a slap on the wrist."

What does Entercom have to say about all this? "Entercom is a company that believes in playing by the rules and does so. We have firm policies prohibiting payola and requiring compliance with the federal sponsor identification rules and we enforce them. We have cooperated fully with the Attorney General's office in this investigation. Now that the Attorney General has filed this civil action we are confident that the issues will be fully and fairly resolved by the court."

Keith Urban

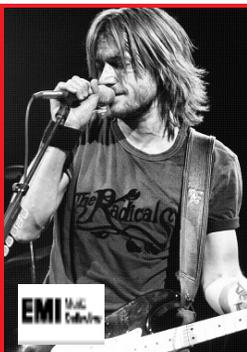
KCIX/BOISE!

KIOI/SAN FRANCISCO!

KPEK/ALBUQUERQUE!

WDOK/CLEVELAND!

KNEV 30X, WRVR 29X, KXLT 26X, WLHT 24X, WWMX 24X, WKTI 23X, WGER 23X, KYKY 21X, WFMX 21X, WLQT 20X, WHBC 20X, KVIL 18X, WMGN 18X!



MAKING MEMORIES OF US



#1 HOT AC

FEMALES 18-24, 18-34!!

(3/10/06)



MICHAEL VINCENT

Don't Look Back

"Vincent fuses energy and passion with intensely reflective lyrics, as he unveils this compelling tribute to the indomitable spirit of his wife - a breast cancer survivor."

Releasing this spring.



The Susan G. Komen
Breast Cancer Foundation



After broadcasting LIVE for 60 hours, KSTP-FM (KS95)/Minneapolis presented a check in the amount of \$890,000 to both **Gillette Children's Specialty Healthcare** and the **Children's Cancer Research Fund** at the "KS95 for Kids" Radiothon finale last weekend. KS95 hosted the 8th Annual "KS95 for Kids" Radiothon donating countless hours to encourage listeners to help kids fighting cancer and children with disabilities. To date, over \$8.6 Million has been raised locally for Gillette Children's Specialty Healthcare, a hospital that treats children with disabilities, and the Children's Cancer Research Fund, which supports research and training in the cure, prevention and treatment of childhood cancer.

VNU, parent company of **Billboard**, **The Hollywood Reporter**, **Mediaweek** and **AC Nielsen**, has accepted a buyout offer from **Valcom Acquisitions, Inc.** in a deal valued at approximately \$8.9 billion. Valcom is a conglomerate of investor funds supplied by **Kohlberg Kravis Roberts**, **The Blackstone Group**, **Thomas H. Lee Partners**, **Alpinvest Partners**, **The Carlyle Group** and **Hellman & Friedman**. VNU, based in the Netherlands, pulled out of a proposed merger with **IMS Health** last year.

Attention Morning show producers: Looking for something a little off-beat for your morning crew to talk about? Something like, A RADIO CAREER?? Remember the influence(s) that got you started in this crazy radio business? For the next two weeks only, the Conclave is offering an opportunity for morning shows to speak with an industry professional about radio careers in the context of \$75,000 worth of Radio/Music Industry Scholarships the Conclave will be awarding to 3 deserving students in the Midwest. Here's your chance to create a universal bit/topic relating to morning audiences in ANY format – how to get into radio. If you'd like to book either of 2 former Scholarship winners for an on-air discussion about these unique programs – both of whom are active in the industry AND serve on the Conclave board – **Siobhan Kierans** (Sales Promotion Manager for WB Television/Minneapolis) or **Jamie Phillips** (PD-air talent, KCVM/Cedar Falls-Waterloo, IA) – call the Conclave office at 952-927-4487 to set up an interview (also available to talk about the Conclave's programs – **Tom Kay**, executive director). The deadline for application for each of the scholarships is April 1, 2006. The Conclave is a non-profit organization dedicated to educating the radio industry.

Changes. Media Director **Donovan Reynolds** exits **Michigan Public Media...Summit City Radio Group** Top 40 WYLT & Top 40/Rhythmic WNHT/Ft. Wayne PD **Dave B. Goode** exits, interims PD will be **Mojo** (WNHT) and **Man at Large** (WYLT). Dir./Sales **Dave Wsniewski** also exits.... **AAA** Country WXCL/Peoria, IL PD/morning host **BJ Stone** is exiting for a GM role at **Miller Media Group**/Kewanee, IL where he'll drop his on-air pseudonym and revert to **Brett Rumthun**.... **Hunter** has been named Dir./Imaging-night jock for **Entercom** Hot AC WZPL/Indianapolis. He comes to the gig from a stint as night man at **KBEA/Quad Cities**.

Nashville stars **Rascal Flatts** and **Carrie Underwood** announced the nominees for the **Academy of Country Music** on Wednesday (3/9). The ceremony and dispensation of awards will take place via live broadcast from the Las Vegas **MGM Grand** on Tuesday, May 23rd. Amongst those tapped for recognition are **Conclave XXX** performer **Keith Urban**, up for Entertainer of the Year. The Midwest also has a strong showing with nominees in many categories: On-Air Personality/Major Market: **JD Cannon**- WFMS/Indianapolis, IN, **Jim Denny**, **Deborah Honeycutt & Kevin Freeman** - WFMS/Indianapolis, IN, and **Lisa Dent**- WUSN/Chicago, IL. On-Air Personality-Small Market: **Carrie & Uncle** - KCLR/Columbia, MO. Radio Station - Major Market: WFMS/Indianapolis, IN, WUSN/Chicago, IL. Radio Station – Medium Market: KIZN/Boise, ID, KTTS/Springfield, MO. Radio Station - Small Market: WIXY/Champaign, IL. Congrats and good luck!

R&R's annual **Talk Radio Seminar**, held in Washington, wrapped up on Saturday (3/4) with its annual award ceremony. From the Midwest, **WLW-AM/Cincinnati** won station of the year honors (for markets 26 and above)!

The **Gospel Music Association/Christian Music Broadcasters** have announced the nominees for the 2006 Radio Station Of The Year Awards. Midwest nominees are as follows: Medium Market, market size 76-125: **KTSY/Boise, ID**...Small Market, market size 126+: **KJIL/Dodge City, KS**

Never fear, although the **Oscars** are over for this year, it certainly isn't the end of **Red Carpet** season! **Clear Channel** Urban AC **WMXD/Detroit** is throwing a bash for their syndicated morning guy **Steve Harvey's** new movie "Don't Trip, He Ain't Through With Me Yet". A thousand listeners, along with special guests **Aretha Franklin** and **Anita Baker** will be present next Tuesday (3/14) at the **AMC Star Southfield 20 Theater** for the event. Also expected to attend are Congresswoman **Carolyn Cheeks-Kilpatrick** and Mayor **Brenda Lawrence**.



COMING IN APRIL!

princess
jon patrick mcclaren

Changes, Too. Citadel Top 40 KZMG/Boise, ID taps **Bonneville** T40 KFTZ/Idaho Falls, ID PD **Brad Collins** for similar duties...**Cumulus** Adult Standards WNAM/Oshkosh, WI hires **Dan "Skip" Willis** for a GSM/Morning host role, the GSM portion will also extend to sister News-Talk WOSH.PD **Brian Siebers**, who had been handling mornings, shifts to afternoon drive...**CBS Radio**/Phoenix Dir./Engineering **Jon Blomstrand** steps down, and then up again for the same job at **Hubbard Broadcasting**/Twin Cities, MN where he'll replace **Bob Gagne** after his retirement at the end of March.

Bob & Tom are gone at **Clear Channel** Classic Rock simulcast WFXN/Galion, OH, WXXR/Fredericktown, OH and WXXF/Loudonville, OH, and local **Jeffro's Morning Jam** will fill the slot.

Midwestern Oldies WCCW/Traverse City, MI taps former crosstown **Macdonald-Garber** T40 WKHQ PD/MD **Ron Pritchard** as night slammer and Asst. Production Dir.. He'll hang on to his other gig as weekend host for the **Michigan Talk Network**.

Emmis Top 40 WNOU/Indianapolis middayer **Mysti** is now hosting a weekly hour-long show centering on new music, celebrity interviews and top 5 pop culture items called, appropriately, the **Pop Culture Countdown**. Hear guests like **Teddy Geiger, Lindsay Lohan, Jason Mraz, The Click Five, Fall Out Boy, Ryan Cabrera** and **Ashlee Simpson** at www.popculturecountdown.com or email mysti@popculturecountdown.com, or WNOU PD **Chris Edge** at edge@popculturecountdown.com for more info.

Cox Classic Rock WZLR/Dayton, OH hangs on to the Classic portion of their format, but replaces "rock" with "hits", shifting focus to music from the 60's, 70's and 80's. They'll now be known as "The New 95.3 The Eagle, Dayton's Classic Hit Station".

Congrats to Country WNCY/Green Bay-Appleton-Oshkosh APD/MD **Stix Franklin** on his marriage to fiancée **Denise** last weekend (3/4)

A hearty "Get well soon!" to **Carter-Sherman Broadcast Group** Urban KSJM/Wichita PD **Hozie Mack**. He is presently in critical condition, suffering from a severe care of meningitis at **Wesley Medical Center**, Critical Care Unit, 550 North Hillside, Wichita, KS. 67208 Room 7-316.

Clear Channel Talk KTLK/Minneapolis has signed on for **Envision's National Lampoon's Comedy Countdown**. The syndicated show will air weekends, with hosts **Kent Emmons** and **Kerri Kasem**.

It's down to three in the search for next-generation radio electronic ratings, and the finalists are: **MediaAudit/IPSOS, Arbitron** and **Mediamark Research**. **Clear Channel** initiated an evaluation that began last June, bringing together a collection of radio companies, media buyers, advertisers and industry professionals to ask for proposals from companies across the nation. A particular interest was expressed in finding a way to utilize cell phones as a monitoring device. **Ford Motor Company** Global Media Manger **Mark Kaline** said, "I applaud Clear Channel and the industry for doing its homework before making an important investment in a tool that will be so central to the success of the industry for years to come. I'm impressed with the speed and thoroughness with which the evaluation team has worked.

Rodgers Broadcasting Groups has sold Country WIFE/Connorsville, IN from **Radio One** for \$18 million. An application is pending for a downgrade to Class A to go with a new city of license: Norwood, OH.

More Changes. **Entercom** Active Rock KQRC/Kansas City welcomes **Paul Marshall** as MD/afternoon man...**Clear Channel**/Ann Arbor, MI ups GSM **Shannon Brown** to Dir./Sales for the cluster...**Laura Schitz** tapped as Market Manager for the **Clear Channel**/Sioux City (Top 40 KGLI, News-Talk KMNS, Rock KSEZ, AC KSFT, and Sports KWSL)...**Emmis** Country WLHK/Indianapolis hires 8-year market vet **Scott Roddy** as APD/MD/afternoon...**Milwaukee Radio Alliance** Alternative WLUM/Milwaukee PD **Kenny Neumann** has stepped down, but will continue to host PM Drive.



Cartoon contributed by Jay Philpott

The Conclave presents

FUTURE TENSE

The 2006 Learning Conference

July 13-16, 2006

Marriott City Center/Minneapolis

January Tuition **\$299** until 3/31/06

Details at www.theconclave.com

2006 SCHOLARSHIP DEADLINE: APRIL 1!

Two radio and television broadcast scholarships will be awarded to 2 students attending **Brown College** of Minneapolis, MN and **The Specs Howard School of Broadcasting Arts** of Southfield, MI.

One Music Business scholarship will be awarded to the **McNally-Smith School of Music** of St. Paul, MN.

Over \$70,000 worth of education YOU can help award!

How?

Download and schedule

the Conclave scholarship PSA

and use it as a weekend promotion!

It's available now at www.theconclave.com

Veteran Programmer **Jon Eric Stevens** has exited **Prairie Radio Communications**/Macomb, Ill. See what Jon has up his sleeve by emailing jonericstevens@hotmail.com or dialing 402-925-2257.

Just in - **Jay Philpott** exited the Hog/Milwaukee as PM driver last Friday (**Nick Summers** begins as the station's new afternooner on Monday). He's considering future radio directions while continuing his popular voice-over business. Reach out for Jay at 843-367-5869 or email JAYDIO@aol.com.

SAVE BIG MONEY NOW! Tuition for next summer's Learning Conference – **Future Tense** – July 13-16 at the Minneapolis Marriott City Center is just **\$299**. What'll you get for that paltry sum? The Promotion Summit, Conclave College, Keynotes, important General Sessions on hot topics like HD Radio, 12 Format symposiums, Saturday night Twins-Indians baseball classic, a half-dozen meals, lots of snacks, beverages, and \$5000 worth of the best networking opportunities available in the industry. Log onto www.theconclave.com and download a registration form – but hurry! This offer ends 3/31/06!

Jobs. Heartland Communications Group is looking for an Operations Manager for its Houghton, Michigan stations. Formats include Classic Hits, Country, and Memories. This person will also be responsible for the afternoon drive shift on our Classic Hits station. T&R to VP Corporate Operations, **Rich Cannata**, 101 West Main Street, Suite 312, Ashland, WI 54806...**CBS Radio**/Denver seeks two Promotion Directors for Country KWLI and heritage Oldies KXKL. Candidates must have successful Promotion/Marketing track records and will manage full staffs and be responsible for all aspects of Promotion creation and execution. Package to CBS Radio/Denver, VP/Programming **Keith Abrams**, 1560 Broadway, Ste. 1100, Denver, CO 80202, or keith.abrams@cbsradio.com...**Milwaukee Radio Alliance** Alternative WLUM/Milwaukee, WI seeks PD with passion for radio and knowledge to lead a great Alternative station to ratings and revenue growth. Package to **Bill Hurwitz**, Milwaukee Radio Alliance, 2979 N. Mayfair Road, Milwaukee, WI 53222 or hurwitz@milwaukeeeradio.com...**Clear Channel**/Grand Rapids seeks ad salesperson for WSNX and WMAX. 4 year degree or equivalent, with min. of 2 yrs. outside sales experience preferred. General advertising/marketing background helpful. Resume to **Andrea Sipka**, General Sales Manager, WSNX/WMAX, Clear Channel Radio, 77 Monroe Center Grand Rapids, MI 49503 or andreasipka@clearchannel.com...**Des Moines Radio Group**

seeks pt Promotions Assistant to assist the Events Manager and Assistant Events manager in planning and execution of major events, training and day to day task management of promotions staff. This job will require a hands-on approach and great time management skills. Info to **Jill Olsen**, DMRG Events Manager, 1416 Locust St, Des Moines, IA 50309, or jill@star1025.com...**Cumulus**/Cedar Rapids, IA. Seeks PD for four-station cluster. Must enjoy writing, producing and occasionally voicing creative copy. Familiarity with SAW and Cool Edit Pro/Adobe a big plus. Resume and writing sample to **Dick Stadlen**, OM, KDAK/KHAK/KRNA/KRQN, 425 2nd Street, 4th Floor, Cedar Rapids, IA 52401 or dick.stadlen@cumulus.com...**Three Eagles** KJAM/Madison, SD needs a morning leader to be involved in the community and quarterback a full-service morning show. T&R to **Mark Taylor**, Corporate OM, 3800 Cornhusker Hwy, Lincoln NE 68510 or mtaylor@threeeagles.com...**Mancow's Morning Madhouse** seeking interns to do various tasks during the show at our flagship station in Chicago. This is an **unpaid** internship. The applicants must be available between the hours of 5AM and 1PM several days during the week and have reliable transportation to the Merchandise Mart in Chicago. Resume to **Brian R. Kovacs**, Network Producer, Mancow's Morning Madhouse, TRN-FM at brian.kovacs@talkradionetwork.com...**Family Radio** CHR WIZM/La Crosse, WI seeks creative, dynamic personality to work phones and own nights. Min 1 yr. radio exp. req. T&R by 3/24 to **Jen O'Brien**, Z93 WIZM, P.O. Box 99, La Crosse, WI 54602 or jen@familyradioinc.com...**Regent**/Grand Rapids, MI seeks Promotions & Marketing Director for WGRD and WNWZ. Send info to **Jerry Tarrants**, PD, WGRD/WNWZ, 50 Monroe NW – Suite 500, Grand Rapids, MI. 49503...**Triad** Classic Rock 107.9/Fargo, ND seeks middayer/dir. promotions. Must be highly organized and willing to do public appearances. T&R to **John Austin**, OM, Triad Broadcasting Fargo, 2720 7th Ave. S, Fargo, ND 58103...**Midwest Communications** News/Talk WTAQ/Green Bay, WI seeks morning drive talent. News background helpful. T&R to **Jerry Bader**, PD, Newsradio 1360, WTAQ. Box 23333, Green Bay, WI...KDWB/Minneapolis is seeking a Promotions Assistant. E-mail or mail resume and cover letter to Hiring Manager, Clear Channel Radio/Minneapolis, 1600 Utica Ave S Ste 400, Minneapolis MN 55416 or email: employment@clearchannel.com...All positions listed in the **TATTLE** represent equal opportunities, and are provided free of charge by emailing claire@main-st.net. No calls unless otherwise specified.